

### **R E M A R K S**

Reconsideration of this application, as amended, is respectfully requested.

### **THE CLAIMS**

Independent claims 31 and 40 have been amended to clarify the features of the present invention whereby a plurality of copies of a plurality of different types of printed matter are each marked with the optically readable coded image, whereby each of the plurality of different types of the printed matter includes a same advertisement, and whereby the optically readable coded image is printed so as to correspond to each advertisement of each of the plurality of different types of the printed matter. In addition, independent claims 31 and 40 have been amended to clarify the features of the present invention whereby the ID information includes at least one of a title and type of the printed matter and information identifying the advertisement contained in the printed matter, and whereby the marketing research report compares interest taken by users of the plurality different types of the printed matter in the same advertisement. See, for example, the marketing research report shown in Fig. 4, which shows a result of research on the extent of interest in particular (same) advertisements which appeared in a plurality of different types of printed matter.

Claims 34, 37 and 42, moreover, have been amended to better accord with amended independent claims 31 and 40, and claim 35 has been canceled.

No new matter has been added, and it is respectfully requested that amendments to the claims be approved and entered.

#### THE PRIOR ART REJECTION

Claims 31-43 were rejected under 35 USC 103 as being obvious in view of USP 6,152,369 ("Wilz, Sr. et al"). This rejection, however, is respectfully traversed with respect to the claims as amended hereinabove.

At the bottom of page 3 of the Final Office Action, the Examiner asserts that Wilz, Sr. et al discloses at column 5, lines 19-29 a document tracking system in which each document is uniquely identified and individually tracked (i.e., access is tracked), thereby illustrating a system that manages the information necessary to produce a marketing report.

It is respectfully pointed out, however, that in Wilz, Sr. et al each printed document is merely provided with a URL-encoded bar code that designates a particular information storage location within an HTML-encoded relational database management system (RDBMS). And it is respectfully submitted that Wilz, Sr. et al does not specifically disclose what information is tracked and managed.

Significantly, it is respectfully submitted that Wilz, Sr. et al does not disclose, teach or suggest the features of the present invention as recited in clarified amended independent claims 31 and 40 whereby a plurality of copies of a plurality of different types of printed matter each include a same advertisement, and whereby the optically readable coded image is printed so as to correspond to each advertisement of each of the plurality of different types of the printed matter. In addition, it is respectfully submitted that Wilz, Sr. et al does not disclose, teach or suggest the features of the present invention as recited in clarified amended independent claims 31 and 40 whereby the ID information includes at least one of a title and type of the printed matter and information identifying the advertisement contained in the printed matter, and whereby the marketing research report compares interest taken by users of the plurality different types of the printed matter in the same advertisement.

In the Final Office Action, the Examiner asserts that it is old and well known in the art of marketing research to monitor the use/access of distributed marketing materials to determine the effectiveness of the materials in causing a customer/potential customer to take a certain action (i.e., redeem a coupon). Therefore, the Examiner asserts that it would have been obvious to modify the system of Wilz, Sr. et al to produce a

marketing research report utilizing the stored ID information and the stored access information in order to track the effectiveness of printed materials (i.e., business cards) in causing a customer/ potential business associate to take a certain action (i.e., visit the information resource indicated on the business card), thereby enhancing the usefulness of the marketing strategy.

It is respectfully pointed out, however, that Wilz, Sr. et al merely discloses at column 31, line 64 to column 32, line 5 providing a URL-encoded bar code symbol on a business card to facilitate access to a predetermined information resource on the internet which will provide information to the customer/potential business associate. Wilz, Sr. et al, however, does not disclose, teach or suggest storing ID information and access information about the customer/potential business associate that will provide information to the company whose business card was provided with the URL-encoded bar code symbol. That is, it is respectfully submitted that Wilz, Sr. et al does not disclose, teach or suggest tracking and/or managing any information about the customer/potential business associate. Therefore, it is respectfully submitted that the Examiner's suggestion to modify the teachings of Wilz, Sr. et al to produce a marketing report has no basis in fact.

In any event, it is again respectfully submitted that Wilz, Sr. et al clearly does not disclose, teach or suggest the features of the present invention as recited in clarified amended independent claims 31 and 40 whereby a plurality of copies of a plurality of different types of printed matter each include a same advertisement, whereby the optically readable coded image is printed so as to correspond to each advertisement of each of the plurality of different types of the printed matter and the ID information includes at least one of a title and type of the printed matter and information identifying the advertisement contained in the printed matter, and whereby the marketing research report compares interest taken by users of the plurality different types of the printed matter in the same advertisement.

Accordingly, it is respectfully submitted that the amended independent claims 31 and 40, and claims 32-34, 36-39 and 41-43 respectively depending therefrom, all clearly patentably distinguish over Wilz, Sr. et al under 35 USC 103.

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In view of the foregoing, entry of this Amendment, allowance of the claims and the passing of this application to issue are respectfully solicited.

If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,

/Douglas Holtz/

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